



2016 Texas Demography Conference

Destination Texas:

Population 27,469,114 ... and growing

May 17-18, 2016

Holiday Inn Midtown - Austin, Texas

Hosted by: Texas State Data Center

Conference at a Glance: (PRELIMINARY)

TUESDAY - May 17th Workshop with U. S. Census Bureau Subject Experts

Subject: Keeping Up with a Fluctuating Economy: Census Bureau Data and Online Tools

12:00 noon Workshop/Meeting Registration

12:00-1:00 p.m. Sandwiches/Light Lunch and Networking (in meeting room)

1:00-2:00 p.m. **Measuring the Fluctuating Economy: Census Bureau Business Data**

Andrew W. Hait, Economist and Data Product and Data User Liaison, U.S. Census Bureau

2:00-3:00 p.m. **Measuring Promoting Economic Development: Introducing Census Business Builder (Part 1)**

Andrew W. Hait, Economist and Data Product and Data User Liaison, U.S. Census Bureau

3:15-4:30 p.m. **Local Employment Dynamics: Visualizing National and Local Perspective of the Texas Economy Using OnTheMap**

Earlene Dowell, Outreach/Education Specialist, LEHD Program, U.S. Census Bureau

6:00-7:00 p.m. **Welcome Reception**

NOTE: Wireless Internet will be available in this workshop. Please bring a laptop to better experience the examples provided in this training session by the U.S. Census Bureau.

WEDNESDAY - May 18th Texas Demography Conference

7:30-8:30 a.m. Conference Registration
Breakfast and Networking (in meeting room)

8:30-8:45 a.m. **Welcome and Introductions**

8:45-10:15 a.m. **Data and Product Updates:**

Susana Privett, Data Dissemination Specialist, U.S. Census Bureau

Lloyd Potter, State Demographer, Texas State Demographic Center

10:30-11:30 a.m. **Destination Texas: Population 27,469,114**

Lloyd Potter, State Demographer, Texas State Demographic Center

11:30-1:00 p.m. **Lunch with Keynote Speaker: Mine Kuban Yücel - Invited**

Senior Vice President and Director of Research, Federal Reserve Bank of Dallas

1:10-1:30 p.m. TBD - Name, Title, Organization

1:30-2:00 p.m. TBD - Name, Title, Organization

2:00-2:30 p.m. TBD - Name, Title, Organization

2:45-3:30 p.m. **Promoting Economic Development: Introducing Census Business Builder (Part 2)**

Andrew W. Hait, Economist and Data Product and Data User Liaison, U.S. Census Bureau

3:30-4:30 p.m. **Local Employment Dynamics: Boom or Bust, Determining Which Industries Are Thriving in the Texas Economy**

Earlene Dowell, Outreach/Education Specialist, LEHD Program, U.S. Census Bureau

4:30 p.m. Adjourn

Presentation Abstracts:

Tuesday, May 17, 2016

1:00 - 2:00pm **Measuring the Fluctuating Economy: Census Bureau Business Data**

Andrew W. Hait - Economist and Data Product and Data User Liaison, U.S. Census Bureau

In addition to the Population Census that we all are familiar with, the Census Bureau also publishes a wealth of monthly, quarterly, and annual business data that can help measure the ever-changing Texas economy. This session will feature 5 Census Bureau programs that provide data for the state as well as by county and local area, and how you can use these data in your work.

2:00 - 3:00pm **Promoting Economic Development: Introducing Census Business Builder (Part 1)**

Andrew W. Hait - Economist and Data Product and Data User Liaison, U.S. Census Bureau

The wealth of data that the Census Bureau publishes can be extremely helpful to data users, but accessing these data can often be difficult if you are not familiar with Census Bureau programs. This hands-on session will feature the first edition of the new Census Business Builder tool, the Small Business Edition, first released in September 2015. CBB: SBE is designed to help entrepreneurs and small business owners (and the staffs who often work with these folks) find the key demographic and business data that they need to better understand their markets. Grant writers and other data users can also use CBB to access these same key data. (Note: the second edition of CBB (the Regional Analyst Edition) will be covered on May 18th)

3:15 - 4:30pm **Local Employment Dynamics: Visualizing National and Local Perspective of the Texas Economy Using OnTheMap**

Earlene K.P. Dowell, Outreach/Education Specialist, Longitudinal Employer-Household Dynamics (LEHD) Program, U.S. Census Bureau

This hands-on workshop is designed for businesses, local planners and other data users who want to research local workforce and employment trends by getting in touch with the state of Texas's local workforce from a national point of view. The course content will include training on navigating the Local Employment Dynamics website and exploring LED data tools, OnTheMap and OnTheMap for Emergency Management. The training provides users access to a wealth of time series data pertinent to understanding the local labor market, planning, managing and thriving in a competitive business environment that includes creating custom detailed reports.

Wednesday, May 18, 2016

2:45 - 3:30pm **Promoting Economic Development: Introducing Census Business Builder (Part 2)**

Andrew W. Hait - Economist and Data Product and Data User Liaison, U.S. Census Bureau

The wealth of data that the Census Bureau publishes can be extremely helpful to data users, but accessing these data can often be difficult if you are not familiar with Census Bureau programs. This hands-on session will feature the second edition of the new Census Business Builder tool, the Regional Analyst Edition, released in January 2016. CBB: RAE is designed to help Chamber of Commerce and regional planning and development organization staff find the key demographic and business data that they need to better understand their region. (Note: the first edition of CBB (the Small Business Edition) was covered on May 17th)

3:30-4:30pm **Local Employment Dynamics: Boom or Bust, Determining Which Industries Are Thriving in the Texas Economy**

Earlene K.P. Dowell, Outreach/Education Specialist, Longitudinal Employer-Household Dynamics (LEHD) Program, U.S. Census Bureau

Assess hiring levels by worker race and education levels across the state of Texas. Charts, maps and interactive tables, compare, rank and aggregate Quarterly Workforce Indicators (QWI) across time, geography and/or firm and worker characteristics instantly using the QWI Explorer. The intuitive application highlights comprehensive data coverage that is user friendly. This session will also feature LED's new set of statistics on worker reallocation in the United States, Job-to-Job (J2J) Flows. With the release of the national data, J2J distinguishes hires and separations associated with job change.

Speaker Information:



Earlene K.P. Dowell - Outreach/Education Specialist
Longitudinal Employer-Household Dynamics (LEHD) Program
U.S. Census Bureau

Earlene Dowell is the Outreach/Education Specialist for the Center for Economic Studies' Longitudinal-Employer Household Dynamics Program at the U.S. Census Bureau. Dowell travels around the nation promoting and training people on LEHD products.

Dowell received her Master's degree in communications and a Bachelor's degree in public relations from Hawaii Pacific University.



Andrew W. Hait - Economist and Data Product and Data User Liaison
Economy-Wide Statistics Division
U.S. Census Bureau.

Andy Hait is an economist and serves as the Data Product and Data User Liaison in the Economy-Wide Statistics Division at the U.S. Census Bureau. With over 28 years of service at the Census Bureau, Hait oversees the data products and tools and coordinates data user training for the economic census and the Census Bureau's other economic survey programs. He is also the lead geographic specialist in the Economic Programs Directorate. Hait holds a bachelor's degree in economics from Syracuse University and has a Masters Certificate in Project Management from George Washington University.



Lloyd Potter, Ph.D., M.P.H. - State Demographer;
Director, Texas State Data Center
The University of Texas at San Antonio

Lloyd Potter serves as the State Demographer for the state of Texas and is the director of the Texas State Data Center housed at the University of Texas at San Antonio. The State Data Center program provides the State Demographer's Office with population estimates and projections for the State of Texas, serves as a data archive for Texas, and offers technical expertise in demographic and socioeconomic research.

Dr. Potter is also a professor of Demography at The University of Texas at San Antonio where he serves as the director of the Institute for Demographic and Socioeconomic Research. He holds a Ph.D. in Demography and Sociology from the University of Texas at Austin, a Master of Public Health Degree from Emory University, a Master of Science in Education from the University of Houston at Clear Lake and a Bachelor of Science from Texas A&M University. His current academic work focuses on training applied demographers in the area of public policy; research in public policy and health related topics.



Susana Guerra Privett - Data Dissemination Specialist, Data Dissemination Program,
U. S. Census Bureau

Susana Privett is with the Data Dissemination Program for the U. S. Census Bureau covering all of Texas east and west but north of Austin.

As a Data Dissemination Specialist, Susana gives presentations and conducts workshops about Census Bureau data, various surveys and Bureaus internet site. She works closely with the organizations, local governments, businesses, Federal and State agencies to provide a clear understanding of the Census Bureau and the data they collect.

Most of Susana's work history has been in customer service and she has enjoyed her employment with the Census Bureau for over ten years. She lives in Fort Worth and travels the roads of Texas for her work.

Census Business Builder: Small Business Edition

Helping Small Business Owners Find Their Place in the World



Small Business Edition

A new tool to help small business owners get data for the type of business they want to open.

To access the tool, please visit:
<https://cbb.census.gov/sbe>

Three Easy Steps

- 1 Choose the type of business and a location **you are interested in researching.**

A screenshot of the first step of the Census Business Builder tool. It is titled '1. What type of business do you want to start or research?'. Below the title, it says 'Select your type of business first from the broad categories below and then from the detailed list provided'. There are six icons representing different business categories: Construction (wrench and hammer), Food Services (fork and knife), Healthcare (heart with pulse line), Personal Services (person with a checkmark), Prof & Biz Services (briefcase), and Retail (shopping cart). At the bottom, there is a link that says 'Don't see your type of business listed? Click here to request that your industry be added.'

- 2 **Browse the** economic and demographic data **on the** map to help **you better understand your markets.**

A screenshot of the second step of the Census Business Builder tool. It shows three tabs: 'My Potential Customers', 'Other Businesses Like Mine' (which is selected), and 'Consumer spending'. Under the 'Other Businesses Like Mine' tab, there are radio buttons for 'Show: Employers', 'Nonemployers', and 'Key Ratios' (which is selected). Below these are three data points: 'Average employment per employer establishment', 'Average payroll per employee (of employer establishments) (\$1,000)', and 'Population per employer establishment'. At the bottom, there are two buttons: 'Select Variable' and 'Cancel'.

- 3 **View a Local Business Profile report** for data on customers and competitors for your industry.

“Census Business Builder” is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format. This suite currently includes the **Small Business Edition** and a **Regional Analyst Edition**, but will include other tailored editions in the future.

The **Small Business Edition** offers prospective business owners selected Census Bureau statistics to guide their research into opening their new business or expanding an existing one. This version will feature:

- Easy to use, customer-focused Census Bureau data, available for free to the public.
- Economic and demographic data viewable in a map, report, or table.
- Trend charts to identify changes over time for your industry or customer base.
- Ability to compare data to neighboring counties and comparisons to state and national averages.
- Downloadable and printable business reports with county-level information dynamically generated from Census Bureau data.

Census Business Builder: Regional Analyst Edition - Beta

Helping Organizations Better Understand their Region



census
business
builder

A tool that presents key demographic and economic information about a user-defined region.

Regional Analyst Edition

To access the tool, please visit:
<https://cbb.census.gov/rae/>

Three Easy Steps

1 Define the boundaries of your region and name your region.

2 Browse the information for your region on the map.

3 View profile reports of your region and its components.

“Census Business Builder” is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format. This suite currently includes the **Small Business Edition** and a **Regional Analyst Edition**, but will include other tailored editions in the future.

The **Small Business Edition** offers prospective business owners selected Census Bureau statistics to guide their research into opening their new business. The **Regional Analyst edition** presents the same statistics to help organizations better understanding their regions. This version will feature:

- Easy to use, customer-focused Census Bureau data, available for free to the public.
- Economic and demographic data viewable in a map, report, or table.
- Trend charts to identify changes over time for your industry or market.
- Ability to compare data to neighboring counties.
- Downloadable and printable business reports with county-level information dynamically generated from Census Bureau data.